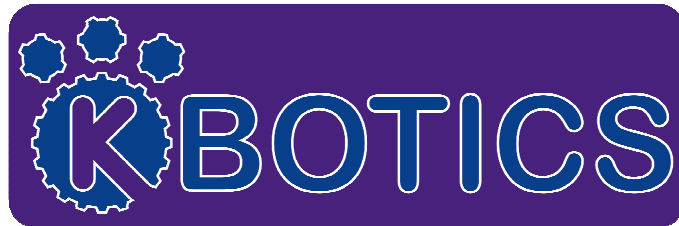


Sponsorship Package
FIRST Robotics Competition
Team 2809



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Who are you supporting?

K-BOTICS, Team 2809

K-Botics is Kingston Collegiate and Vocational Institute's (KCVI) FIRST Robotics team. In our 4th year, K-Botics has over fifty members and a string of successes to build on. Our primary focus is competing in the FIRST Robotics Competition: an international competition for the recognition of science and technology.



FIRST Robotics World Championship, St. Louis, Missouri (2011)

K-Botics Mission

K-Botics is dedicated to enhancing the skills of engineering, leadership, teamwork and business in all its members through the process of developing a competitive and professional robot.

Our core values are reflected in the diversity of our team. Above all, we support our team to take innovative risks, respect each other, give back to the community, compete enthusiastically, and conduct themselves in a professional and gracious manner.

K-Botics and FIRST Robotics Competition

The FIRST Robotics Competition is a unique sporting competition of the mind, designed to help high school students discover the interests and rewards of engineering and science.



Each year, in January, a new game is announced. The rules and guidelines change but the challenge does not: **build a robot in 6 weeks, and within budget and specifications, to play the game.** This is real world engineering.

"We need to show kids that it's more fun to design and create a video game than it is to play one." Dean Kamen. Inventor, Founder FIRST.

But it's not just about engineering. Students learn about business principles including: marketing, fundraising, finance, business plans, presentation skills, and time



management.

Most importantly, our team is built on a set of key values - some inspired by FIRST and some our own - that we feel is the greatest tools our students learn:

Key Values

- We support a **diverse and inclusive** learning environment that allows each student to develop their own passion and contribute to the team given their own strengths and skills;
- Gracious Professionalism™: fierce competition and mutual gain are not separate notions. Gracious professionals learn and compete like crazy, but treat one another with **respect and kindness** in the process.
- Coopertition™: founded on the concept and a philosophy that teams can and should **help and cooperate** with each other even as they compete.¹

¹ <http://www.usfirst.org/aboutus/vision>

Why support K-Botics Team 2809?

To Build Strong Students:

K-Botics is Kingston Collegiate and Vocational Institute's (KCVI) FIRST Robotics team. In our 4th year, K-Botics has over fifty members and a string of successes to build upon. Many young students start out interested in science and technology but barriers are built throughout development. If we can find a way to engage kids throughout the middle school years and into high school, we all benefit from diversity in the science and technology industry. Students benefit too. In high school teams, students report a strong sense of belonging, contribution, and achievement. **Participants in FIRST Robotics have a significantly higher likelihood to enter post-secondary education and pursue graduate level studies. They are ten times as likely to get an internship and twice as likely to volunteer as adults.**²

To Build Strong Communities:

We have demonstrated our commitment to community by winning the Engineering Inspiration Award at the GTR Regional in 2010. K-Botics continues the FIRST tradition of giving back to the community through participation in the **Terry Fox Run, Relay for Life, the Kingston Food Drive, Shoreline Cleanup, and mentorship.** We mentor a second FRC team and several FLL teams in the Kingston Region. In 2010, we began hosting an annual FIRST LEGO League regional tournament to help get getting younger students excited about science and technology. We visit many schools, community groups, and local events to demonstrate our robot and talk about opportunities for youth through FIRST.

To Build Strong Partnerships:

We understand that one of the greatest values we have to offer is to give exposure back to our sponsors. Last year alone we had significant success in New York City and Toronto which allowed us to compete at the World Championship in St. Louis. What does this mean for a sponsor?

- Exposure to over **30,000 individuals** through advertising on t-shirts and the robot at the events themselves;

² *FIRST Robotics Competition Evaluation: Executive Summary April 2005*



- Exposure to **potential customers** at trade booths; especially at the World Championship
- We have approximately **4,000 hits/month** on our website;
- We receive significant coverage in **local, regional, and national** media;
- Network opportunities with students and **Queen's mentors**.

Be Part of a Winning Team

We have had incredible success in our first three years. What this means, for us, is that we can continue to provide kids with the opportunity to grow and develop through this program. What it means for you is that your investment will be leveraged through the increased exposure we get through our successes. Here are some of the highlights:

2011 World Championship, St. Louis, Missouri

- Top 10% (based on Raw Score)

2011 Great Toronto West Regional

- Innovation in Control Award
- Engineering Inspiration Award
- Alliance captain, Quarter-finalist
- Qualified for World Championship

2011 New York City Regional

- Engineering Excellent Award
- Regional Finalist

2010 Toronto Regional

- - Quarter-finalist

2010 Pittsburgh Regional

- - Alliance captain, Semi-finalist

2009 World Championships, Atlanta, Georgia

- - Highest Rookie Seed Award (Curie div.)
- - Top 15% Finish

2009 Toronto Regional

- Quarter-finalist
- Rookie All Star Award
- Qualified for World Championship



What can we do for you?

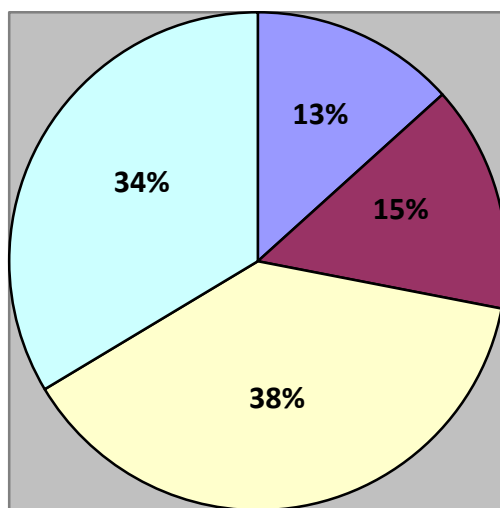
Sponsorship Levels and Benefits

	Gold \$5,000+	Silver \$1,500+	Bronze \$500+	Friend \$200+
Recognition on Website	250x250 (max) logo; top of page	125x125 (max) logo; mid page	75 x 75 (max) logo; lower page	Text link; bottom of page
Recognition on T-shirt	Large logo	Medium logo	Small logo	Text
Recognition on Robot	Large logo	Medium logo	Small logo	
Plaque	√	√		
Certificate			√	
Mentioned in all PR and Media Interviews	√			

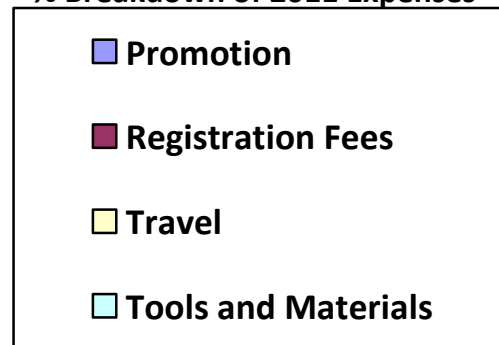
All sponsors will receive:

- K-Botics Newsletter emailed to your primary contact;
- Invitation to Special Events such as Kick-off, Unveiling, End of Year Extravaganza;
- Invitation to Promotional Events;
- Letter of Appreciation.

What will your sponsorship pay for?



% Breakdown of 2011 Expenses



In addition, in 2012, we will be upgrading our Robotics Lab to increase capacity and efficiency and ensure safe operations for all of our students.

K-Bots in Action!



Brainstorming and Teamwork



Programming and Design



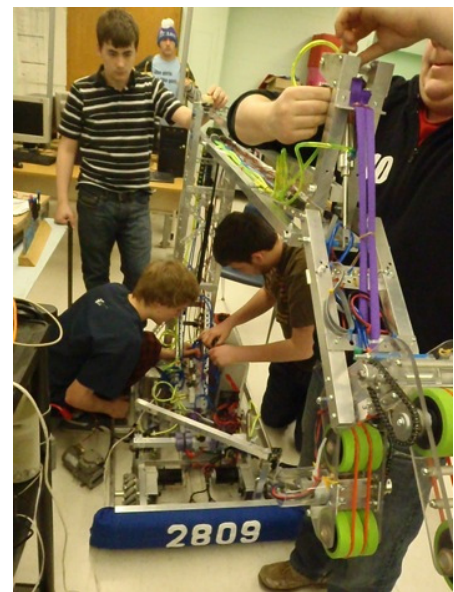
Electronics and Wiring



Volunteering and Mentoring



Mechanics and Building



Testing and Troubleshooting